Touch 2 (AE Open)

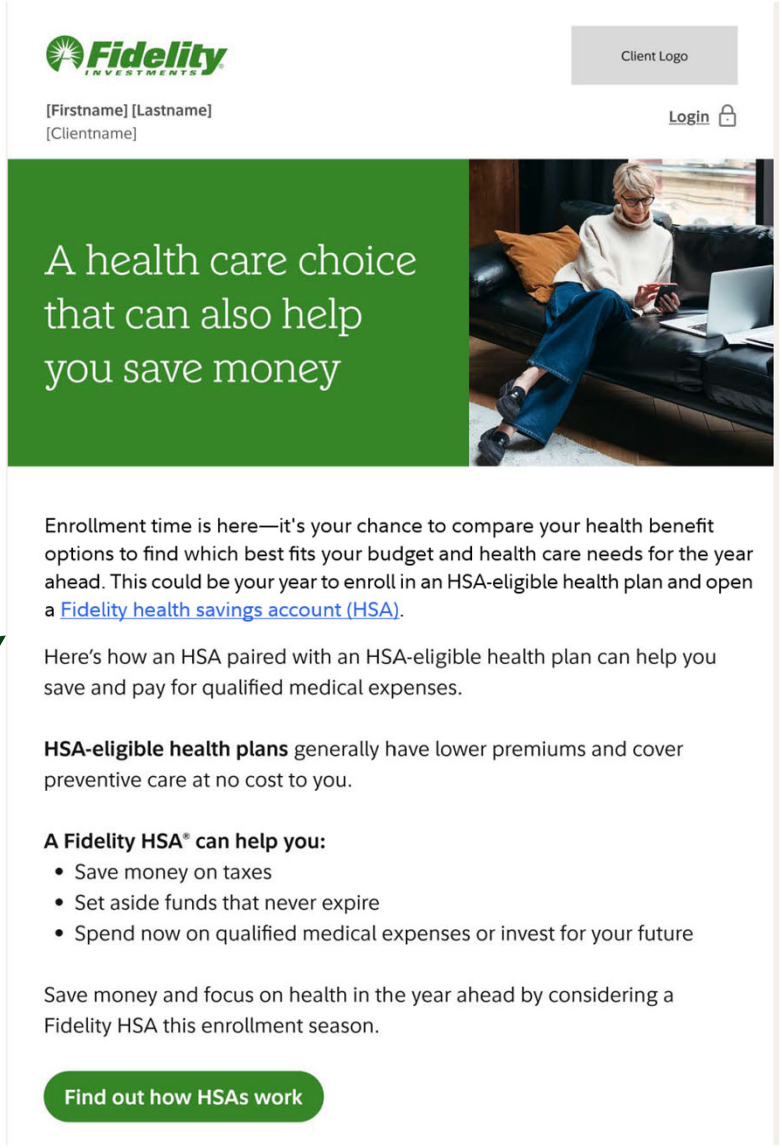
Creative Samples: Touch 2 (AE Open)

Audience: HDHP Eligible

Subject Line: It's time to enroll in your benefits – learn how an HSA can help you save

Preheader: Choose an HSA-eligible health plan and open a Fidelity HSA®

Link and CTA button direct to educational HSA page



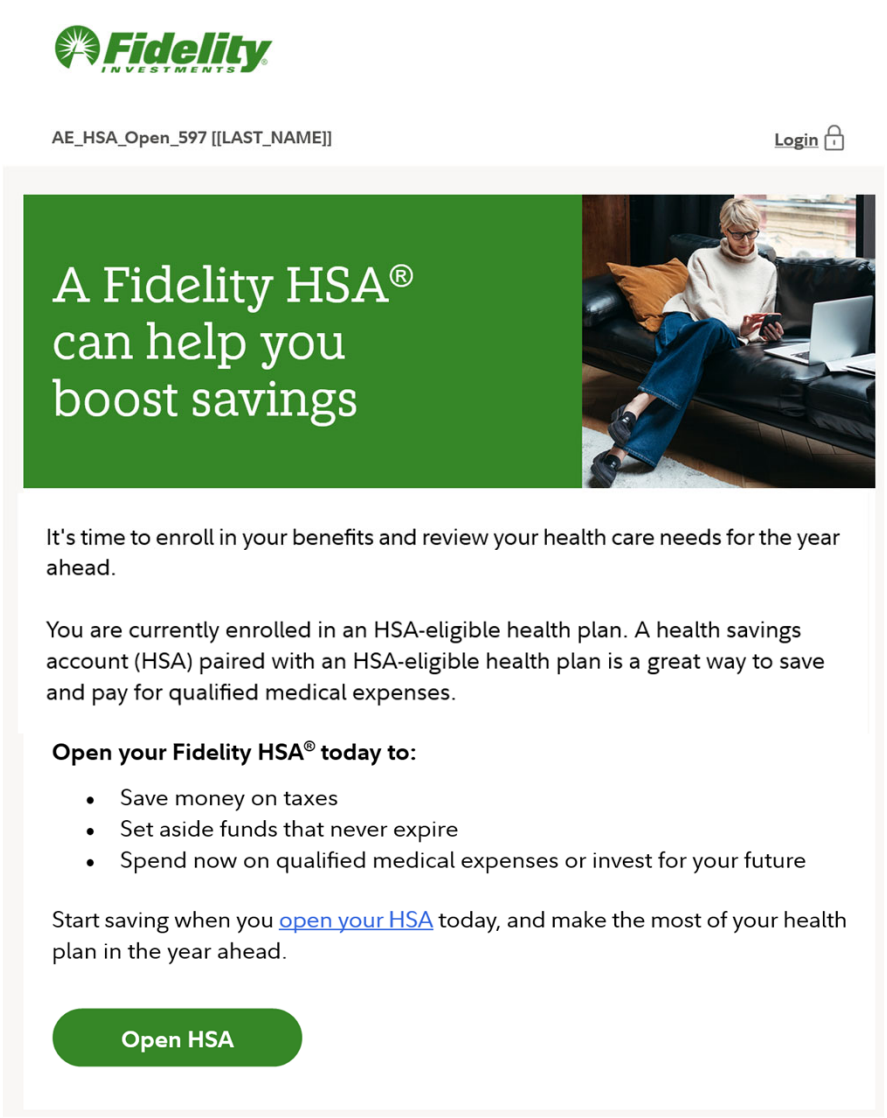
Creative Samples: Touch 2 (AE Open)

Audience: HDHP Enrolled, no HSA open

Subject Line: Enrollment time is here – don't forget to open your HSA

Preheader: You can pair your HSA-eligible health plan with a Fidelity HSA®.

Link and CTA button direct to HSA overview page



Creative Samples: Touch 2 (AE Open)

Audience: HSA open, no or low contributions

Subject Line: Enrollment time is here – make the most of your Fidelity HSA

Preheader: Your Fidelity HSA® can help you save in the year ahead.

Link and CTA button direct to contributions tab

